

TRAINING PROGRAM OF INSTRUCTION (TPI)

FOR

DINFOS-IPASC

INTERMEDIATE PUBLIC AFFAIRS SPECIALIST COURSE



Approved by:

Commandant Defense Information School

Supersedes **JPASC** TPI Dated: April 1999



**INTERMEDIATE PUBLIC AFFAIRS SPECIALIST COURSE
TRAINING PROGRAM OF INSTRUCTION**

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DEPARTMENT OF DEFENSE

Defense Information School

6500 Mapes Road
Fort George G. Meade, MD 20755-5620

Date: 4-Aug-08

MEMORANDUM OF CHANGE TO DINFOS COURSE TRAINING PROGRAM OF INSTRUCTION (TPI)

SUBJECT: Add International Prerequisites to current TPI

CURRENT:
None

CHANGE TO:
International students attending this course must have an English Comprehension Level (ECL) of 85, and must be a graduate of the DINFOS BPAS-W/DINFOS BPAS-B/DINFOS-BCC or AFIS BJC course.

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Darline Glaus, DODC
Head, Course Development

TRAINING PROGRAM OF INSTRUCTION

Preface

TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN): DINFOS IPASC

TITLE: Intermediate Public Affairs Specialist Course

TRAINING LOCATION: Defense Information School, Fort George G. Meade, Maryland

SPECIALTY AWARDED: None

PURPOSE: Graduates of this course will be able to perform duties of an intermediate to advanced level of public affairs specialist, especially in a joint service environment. The scope of this training includes measuring effective public affairs programs, assessing markets for public information, media operations, and resource management.

COURSE DESCRIPTION: The students will be instructed on the higher level of public affairs activities required in a Joint/Deployed environment, including ethical norms and considerations, communications management and evaluation (to include civilian enterprise or CE contracts), and website requirements, use and assessment.

TARGET POPULATION / PREREQUISITES: Attending Service members must possess one of the following occupational specialty ratings to qualify for enrollment:

	<u>Enlisted</u>	<u>Civilian</u>
Army	E-5 or E-6; MOS 46Q or 46R	Civilians are not authorized to enroll in this course.
Navy	E-5 through E-6; Media Rating (MC); minimum 2 years PA experience	
Marines	E-4 through E-6; MOS 4341	
Air Force	E-5 through E-7; AFSC 3N051	GS-7 through GS-9; Federal Classification Series 1001 (Public Affairs Assistant), 1035 (Public Affairs), or 1082 (Writer/Editor); Assigned to a Public Affairs billet; Approved by Service Chief of Information
Coast Guard	E-5 or E-6; Public Affairs Specialist with minimum of 18 months public affairs experience	GS-7 through GS-9; Federal Classification Series 1001 (Public Affairs Assistant), 1035 (Public Affairs), or 1082 (Writer/Editor); Assigned to a Public Affairs billet; Approved by Service Chief of Information

SECURITY CLEARANCE: None

CLASS SIZE:

MAXIMUM: 35

MINIMUM: 17

ANNUAL COURSE CAPACITY: 105

COURSE LENGTH: 9 Training Days

ACADEMIC HOURS: 64.5 Hrs

ADMINISTRATIVE HOURS: 7.5 Hrs

TOTAL COURSE HOURS: 72.0 Hrs

INSTRUCTOR CONTACT HOURS: 199.0 Hrs

TYPE/METHOD OF INSTRUCTION:

Lecture (L)	26.0 Hrs
Performance Exercise (PE)	36.5 Hrs
Written Examination (EW)	2.0 Hrs
Administration (AD)	7.5 Hrs

TRAINING START DATE: 5 Sep 2006

ENVIRONMENTAL IMPACT: None. DoD policy was followed to assess the environmental impact.

MANPOWER: The Inter-service Training Review Organization (ITRO) formula was used to determine the number of instructors required.

EQUIPMENT AND FACILITIES: The Course Design Resource Estimate (CDRE) contains this information.

TRAINING DEVELOPMENT PROPONENT: Defense Information School, Directorate of Training,
(DINFOS/DOT/CDD): (301) 677-7609.

**FUNCTIONAL AREA ONE
PUBLIC AFFAIRS MANAGEMENT**

TPFN: DINFOS-IPASC-001-001

UNIT TITLE: Public Affairs Leadership

INSTRUCTIONAL TYPE AND HOURS: 2 L

TOTAL INSTRUCTIONAL HOURS: 2

TASK (S):

- 001- Apply an ethical model for decision making
- 002- Define Defense Department ethical values
- 003- Describe decision-making models used to make ethical decisions

SUMMARY OF INSTRUCTION: Students will discuss the Joint Ethics Regulation, ethical norms, and the “Potter Box” as a means to track ethical thought, and relate these considerations to the leadership requirements of the public affairs specialist.

INSTRUCTOR/STUDENT RATIO: 1:35

SAFETY FACTORS: Normal classroom environment and precautions (i.e. emergency exits and routes to designated assembly area).

REFERENCES:

1. Extract from chapter 12, Joint Ethics Regulation, DoD 5500.7-R.
2. Potter Box
3. DoD Ethical Decision Making Guide

**FUNCTIONAL AREA ONE
PUBLIC AFFAIRS MANAGEMENT**

TPFN: DINFOS-IPASC-001-002

UNIT TITLE: Communications Management

INSTRUCTIONAL TYPE AND HOURS: 6 L

TOTAL INSTRUCTIONAL HOURS: 6

TASK (S):

- 001- Develop a communication plan
- 002- Define PA strategic, operational and tactical level objectives
- 003- Describe communication planning elements and terminologies
- 004- Discuss tools for measuring effectiveness of PA programs (e.g., surveys, benchmarking, metrics, media analysis)
- 005- Describe the process for establishing a CE contract
- 006- Describe PA staff responsibilities for managing a CE contract

SUMMARY OF INSTRUCTION: Students will discuss the process of developing strategic and tactical communication plans, including the measurement of PA program effectiveness and the management of civilian enterprise publication contracts.

INSTRUCTOR/STUDENT RATIO: 1:35

SAFETY FACTORS: Normal classroom environment and precautions (i.e. emergency exits and routes to designated assembly area).

REFERENCES:

1. DoD Instruction 5120.4, "DoD Newspapers and Civilian Enterprise Publications
2. Mass Media Research: An Introduction, Roger D. Wimmer and Joseph R. Dominick, International Thomson Publishing, 1994.
3. Ch. 8, 10-13, Effective Public Relations (8th Ed.), Cutlip, S.M., Center, A.H. & Broom, G.M., Prentice Hall, Upper Saddle River, NJ (2000)

**FUNCTIONAL AREA ONE
PUBLIC AFFAIRS MANAGEMENT**

TPFN: DINFOS-IPASC-001-003

UNIT TITLE: Website Policy

INSTRUCTIONAL TYPE AND HOURS: 1 L; 1 PE

TOTAL INSTRUCTIONAL HOURS: 2

TASK (S):

- 001- Ensure website compliance with DoD/Service web policies
- 002- Describe DoD/Service web policies
- 003- Describe security considerations (SAPP)

SUMMARY OF INSTRUCTION: Students will be able to assess whether or not website content adheres to security, accuracy, propriety and policy (SAPP) and will identify DoD and Service policies, standards and concepts that apply to the design of a DoD website.

INSTRUCTOR/STUDENT RATIO: 1:35 (L); 2:35 (PE)

SAFETY FACTORS: Normal classroom environment and precautions (i.e. emergency exits and routes to designated assembly area).

REFERENCES:

1. <http://www.defenselink.mil/webmasters>
2. <http://www.au.af.mil/au/awc/awcgate/awcewebm.htm>
3. <http://www.section508.gov>

**FUNCTIONAL AREA TWO
MEDIA RELATIONS**

TPFN: DINFOS-IPASC-002-001

UNIT TITLE: Command Messages

INSTRUCTIONAL TYPE AND HOURS: 3 L; 10 PE

TOTAL INSTRUCTIONAL HOURS: 13

TASK (S):

- 001- Develop command messages
- 002- Describe principles for developing command messages
- 003- Describe sources of information used when developing command messages

SUMMARY OF INSTRUCTION: Students will be able to identify, develop and assess content of command messages, as well as the particular DoD/Service policies, standards, and concepts that apply to the preparation of command messages. The students will apply this knowledge in their own performance exercises, both as a command spokesperson and in preparing an SME. Students will use command messages through out in the coursework building on other public affairs application for which they will be graded, such as PAG and on-camera interviews.

INSTRUCTOR/STUDENT RATIO: 1:35 (L); 2:35 (PE)

SAFETY FACTORS: Normal classroom environment and precautions (i.e. emergency exits and routes to designated assembly area).

REFERENCES:

1. On Deadline: Managing Media Relations (3rd Ed.), Howard, C.M. & Mathews, W.K., Prospect Heights, IL: Waveland Press, Inc. (2000)
2. Effective Public Relations (8th ed.), Cutlip, S. M., Center, A. H. & Broom, G. M., Upper Saddle River, NJ: Prentice Hall (2000).
3. AFI35-101, 26 JULY 2001, pg. 127

**FUNCTIONAL AREA TWO
MEDIA RELATIONS**

TPFN: DINFOS-IPASC-002-002

UNIT TITLE: Public Affairs Guidance (PAG)

INSTRUCTIONAL TYPE AND HOURS: 8 PE

TOTAL INSTRUCTIONAL HOURS: 8

TASK (S):

- 001- Prepare public affairs guidance
- 002- Prepare questions and responses for use internally and by SME

SUMMARY OF INSTRUCTION: Students will prepare public affairs guidance, including questions and possible responses to be used for both internal and external publics, by themselves and SME's. Students will be evaluated based on provided references and in-class instruction, and must pass a written exam with a grade of 70% or better.

INSTRUCTOR/STUDENT RATIO: 1:35 (L); 2:35 (PE)

SAFETY FACTORS: Normal classroom environment and precautions (i.e. emergency exits and routes to designated assembly area).

REFERENCES:

1. On Deadline: Managing Media Relations (3rd Ed.), Howard, C.M. & Mathews, W.K., Prospect Heights, IL: Waveland Press, Inc. (2000)
2. Department of Defense Instruction 5405.3 Development of Proposed Public Affairs Guidance (PPAG)
3. Department of Defense Instruction 5400.14 Procedures for Joint Public Affairs Operations
4. R 211700 OCT 02 SUBJECT: Supplementary guidance for proposed public affair guidance (PPAG)

**FUNCTIONAL AREA TWO
MEDIA RELATIONS**

TPFN: DINFOS-IPASC-002-003

UNIT TITLE: On-Camera Activities

INSTRUCTIONAL TYPE AND HOURS: 18 PE

TOTAL INSTRUCTIONAL HOURS: 18

TASK (S):

- 001- Prepare a situation statement for an on-camera presentation
- 002- Describe different on-camera interview formats
- 003- Conduct a news briefing
- 004- Perform as a Command spokesperson to the media during an on-camera interview

SUMMARY OF INSTRUCTION: Students will prepare a situation statement and present it during an on-camera interview. Students will also plan and execute a press briefing and perform as a command spokesperson on camera. They will be critiqued on these performance exercises according to the format standards as provided in class and in given references.

INSTRUCTOR/STUDENT RATIO: 1:35 (L); 2:35 (PE)

SAFETY FACTORS: Normal classroom environment and precautions (i.e. emergency exits and routes to designated assembly area).

REFERENCES:

1. On Deadline: Managing Media Relations (3rd Ed.), Howard, C.M. & Mathews, W.K., Prospect Heights, IL: Waveland Press, Inc. (2000)

**FUNCTIONAL AREA TWO
MEDIA RELATIONS**

TPFN: DINFOS-IPASC-002-004

UNIT TITLE: Prepare a Subject Matter Expert (SME)

INSTRUCTIONAL TYPE AND HOURS: 15 PE

TOTAL INSTRUCTIONAL HOURS: 15

TASK (S):

- 001- Prepare a subject matter expert (SME) to perform as a command
- 002- Spokesperson during an interview with a News Media Representative (NMR)
- 003- Monitor and evaluate interviews of SME's

SUMMARY OF INSTRUCTION: Students will practice preparing an SME to perform as a command spokesperson during an interview with a news media representative. The students will also conduct critiques on interviews of SME's.

INSTRUCTOR/STUDENT RATIO: 1:35 (L); 2:35 (PE)

SAFETY FACTORS: Normal classroom environment and precautions (i.e. emergency exits and routes to designated assembly area).

REFERENCES:

1. On Deadline: Managing Media Relations (3rd Ed.), Howard, C.M. & Mathews, W.K., Prospect Heights, IL: Waveland Press, Inc. (2000)

**FUNCTIONAL AREA THREE
COMMUNITY RELATIONS AND SPECIAL ISSUES**

TPFN: DINFOS-IPASC-003-001

UNIT TITLE: Public Affairs and the Environment

INSTRUCTIONAL TYPE AND HOURS: 2 L

TOTAL INSTRUCTIONAL HOURS: 2

TASK (S):

- 001- Describe PA responsibilities in the environmental program
- 002- Describe PA role in the Environmental Impact Statement process
- 003- Describe PA role in Installation Restoration Program process

SUMMARY OF INSTRUCTION: Students will discuss the evolution of environmental concerns, identify key environmental laws, explain DoD's environmental program, and discuss PA environmental challenges and messages.

INSTRUCTOR/STUDENT RATIO: 1:35 (L)

SAFETY FACTORS: Normal classroom environment and precautions (i.e. emergency exits and routes to designated assembly area).

REFERENCES:

1. National Environmental Policy Act
2. Effective Public Relations, 8th Edition. Cutlip, Center and Broom. Prentice Hall: New Jersey, 2000.
3. Department of the Air Force. Environmental Handbook. 1998
4. U.S. Army Environmental Publication. Commander's Guide to Environmental Management. Aberdeen Proving Ground: Maryland 1993

**FUNCTIONAL AREA THREE
COMMUNITY RELATIONS AND SPECIAL ISSUES**

TPFN: DINFOS-IPASC-003-002

UNIT TITLE: Public Affairs in Crisis Response

INSTRUCTIONAL TYPE AND HOURS: 1 L; 4 PE

TOTAL INSTRUCTIONAL HOURS: 5

TASK (S):

- 001- Analyze crisis communication response to a scenario
- 002- Prepare a crisis communication checklist
- 003- Describe elements of crisis communication plans and checklists
- 004- Describe strategies for responding to crisis situations
- 005- Explain interagency communication relationships

SUMMARY OF INSTRUCTION: Following a lecture on internal issues (PA and the family, command information and command and staff coordination) and community relations problems (base realignment and closure issues, urban encroachment, and working with community/civic organizations), students discuss how these issues impact PA responses to crisis events. Students then individually develop a comprehensive checklist, for use at their home station, on how to deliver command messages during a crisis. Students are critiqued on the effectiveness of their job aid. Additionally, they must score 70 percent or higher on the end-of-course exam.

INSTRUCTOR/STUDENT RATIO: 2:35 (PE)

SAFETY FACTORS: Normal classroom environment and precautions (i.e. emergency exits and routes to designated assembly area).

REFERENCES:

1. Cutlip, S. M., Center, A. H. & Broom, G. M. (2000). *Effective Public Relations* (8th ed.). Upper Saddle River, NJ: Prentice Hall. (pp. 389-392)
2. Joint Publication 3-61

**FUNCTIONAL AREA THREE
COMMUNITY RELATIONS AND SPECIAL ISSUES**

TPFN: DINFOS-IPASC-003-003

UNIT TITLE: Student Progress Measurement

INSTRUCTIONAL TYPE AND HOURS: 1 EW

TOTAL INSTRUCTIONAL HOURS: 1

TASK (S):

001- Examination and critique

SUMMARY OF INSTRUCTION: Students will take a written exam and achieve a minimum of 70 percent.

INSTRUCTOR/STUDENT RATIO: 1:35

SAFETY FACTORS: Normal classroom environment and precautions (i.e. emergency exits and routes to designated assembly area).

REFERENCES:

1. AFI35-101, 26 JULY 2001, pg. 127
2. Department of Defense Instruction 5400.14 Procedures for Joint Public Affairs Operations
3. Department of Defense Instruction 5405.3 Development of Proposed Public Affairs Guidance (PPAG)
4. Department of the Air Force. Environmental Handbook. 1998
5. DoD Ethical Decision Making Guide
6. DoD Instruction 5120.4, "DoD Newspapers and Civilian Enterprise Publications
7. Effective Public Relations (8th ed.), Cutlip, S. M., Center, A. H. & Broom, G. M., Upper Saddle River, NJ: Prentice Hall (2000).
8. Extract from chapter 12, Joint Ethics Regulation, DoD 5500.7-R.
9. <http://www.au.af.mil/au/awc/awcgate/awcewebm.htm>
10. <http://www.defenselink.mil/webmasters>
11. <http://www.section508.gov>
12. Joint Publication 3-61
13. Mass Media Research: An Introduction, Roger D. Wimmer and Joseph R. Dominick, International Thomson Publishing, 1994.
14. National Environmental Policy Act
15. On Deadline: Managing Media Relations (3rd Ed.), Howard, C.M. & Mathews, W.K., Prospect Heights, IL: Waveland Press, Inc. (2000)
16. Potter Box
17. R 211700 OCT 02 SUBJECT: Supplementary guidance for proposed public affair guidance (PPAG)
18. U.S. Army Environmental Publication. Commander's Guide to Environmental Management. Aberdeen Proving Ground: Maryland 1993

**FUNCTIONAL AREA FOUR
DEPLOYED PUBLIC AFFAIRS OPERATIONS**

TPFN: DINFOS-IPASC-004-001

UNIT TITLE: Purpose and Functions of Deployed Public Affairs Operations

INSTRUCTIONAL TYPE AND HOURS: 4 L; 2 PE

TOTAL INSTRUCTIONAL HOURS: 6

TASK (S):

- 001- Explain various roles in a deployment operation
- 002- Describe key PA responsibilities on a deployment staff
- 003- Describe command relationships of a deployment operation
- 004- Describe organizational and functional relationships within a deployment operation
- 005- Discuss resource management in a deployment operation
- 006- Describe management principles employed in a deployment operation
- 007- Analyze Annex F guidance
- 008- Describe the relationship between Information Operations and Public Affairs

SUMMARY OF INSTRUCTION: Students discuss socioeconomic considerations for overseas military operations, with primary emphasis placed on how to inform. Further discussion addresses ways to deliver information without offending host nations during operations overseas, establishing command relationships, practical management of resources in a deployed environment, and the relationship between IO and PA. Students will also analyze the purpose and use of deployment planning and execution documents. Students must score 70 percent or higher on the end-of-course exam.

INSTRUCTOR/STUDENT RATIO: 2:35 (PE)

SAFETY FACTORS: Normal classroom environment and precautions (i.e. emergency exits and routes to designated assembly area).

REFERENCE: Joint Publication 3-61

**FUNCTIONAL AREA FIVE
SERVICE SPECIFIC**

TPFN: DINFOS-IPASC-005-001

UNIT TITLE: Service-Specific Issues

INSTRUCTIONAL TYPE AND HOURS: 6 L

TOTAL INSTRUCTIONAL HOURS: 6

TASK (S):

- 001- Discuss current Service public affairs and visual information program state
- 002- Discuss Service-specific enlisted training and assignment opportunities and trends

SUMMARY OF INSTRUCTION: Students will discuss Service-specific public affairs and visual information topics and issues with a Service headquarters representative.

INSTRUCTOR/STUDENT RATIO: 2:35

SAFETY FACTORS: Normal classroom environment and precautions (i.e. emergency exits and routes to designated assembly area).

REFERENCES: None

**FUNCTIONAL AREA SIX
COURSE ADMINISTRATION**

TPFN: DINFOS-IPASC-006-001

UNIT TITLE: Course Administration

TPFN HOURS AND TYPE: 7.5 AD

TPFN TOTAL HOURS: 7.5

PREREQUISITE TPFN: N/A

TASK(S):

- 001 In-processing.
- 002 Pre-course survey
- 003 Post-course survey
- 004 Out-processing.
- 005 Graduation.

SUMMARY OF ACTIVITIES: Self-explanatory.

REFERENCES: DINFOS Policy and Procedures Manual (POPMAN)

INSTRUCTOR/STUDENT RATIO: N/A

SAFETY FACTORS: N/A